

# YOUTUBE SQUAD

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YOUTUBE  
SQUAD

# YouTube SQUAD

- What We Do
- Vital Stats
- How We Do It
- Looking Forward

YOUTUBE  
SQUAD

# What We Do

- Terms of Use Enforcement
  - Content Administration
    - 24/7 review of videos, users and groups flagged as inappropriate
    - Screening, Browse Videos' pages
    - Comment screening for PVA's and featured videos
    - Review of 'Related' videos listed on featured videos' watch pages
    - Screening of private videos
  - User Privacy and Safety
    - Maintaining community standards
    - Protecting against predatory behavior

YOU TUBE

# What We Do

- Legal Support
  - Compliance Administration
    - Intellectual Property (e.g. copyright, trademark, trade secret)
      - Content Verification Program and Claim Your Content Processing Take-downs and Counter Notices
      - User education and support
    - Evidence Production
      - Responding to civil and criminal subpoenas, search warrants, national security letters and other lawful orders to produce information.
      - Performing information retention and preservation as needed
    - Protecting Other Rights
      - Right to publicity and right to privacy
      - Defamation and libel
    - Law Enforcement
      - Working closely with the FBI and other law enforcement agencies to address instances of child exploitation, abuse, terroristic threats
    - Ensuring operational regulatory compliance
      - Electronic Communications Privacy Act (ECPA)
      - Child Online Privacy Protection Act (COPPA)
      - Preserving DMCA Safe Harbor

YOU DO

# SQUAD - What We Do

## • With Whom We Interface / Other Depts

- Marketing & PR, Business Development, Sales
  - We provide Site Intelligence and Operational Support
    - Fact finding in relation to press inquiries
    - Supporting sales operations
    - Supporting ad campaigns with special filtering needs
      - Etc.
  - Legal
    - Gather and deliver evidence in response to subpoenas

YOU FIND  
YOU FIND

# SQUAD – HOW WE DO

## -- Performance Stats --

- Content Admin
  - 95% of flagged videos reviewed in less than 5 minutes
- Customer Support
  - ~1000 emails/day
- Copyright
  - 50 minutes average time to remove infringing content. When notified during business hours

YOU DO IT  
YOU DO IT

# SQUAD – How We Do It

- Staff – Who We Are

- 19 people

- 1 Heather
  - 2 Policy and Special Operations
  - 2 Copyright Administrators
  - 4 Customer Support Team
  - 10 Content Team

- Staff – Allocation Of Tasks

- Specialization for efficiency

- Multiple SQUAD members trained in almost all tasks to allow for effective load balancing

# SQUAD – How We Do It

- Staff - Coverage
  - Content Administration
    - 24/7 Near-Real Time Coverage
    - Multiple Content Admins live at all times
  - Copyright
    - Has been “during business hours only”
    - With recent team growth, will be moving to 24/7
- Customer Support
  - With recent team growth, aiming for 24 hour response time to all emails

YOU DOING

# SQUAD – How We Do It

- **The Policies - Development**

SQUAD develops comprehensive content policies and Terms of Use enforcement and legal compliance protocols.

- Draft Policy Documents and Procedures
- Documents are developed by SQUAD
- Finalized and formalized in conjunction with Legal
- Responsive incorporation of advertisers' concerns
- All policies undergo iterative review throughout their lifetime as they are practiced

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# SQUAD – How We Do It

## • The Policies – Promulgation

### – Policies Documents

- Public

- Terms of Use –  
Formal, legal document

- Community Guidelines –

Less formal, more comprehensible compared to Terms of Use  
These are the most useful thing to point people to

- Web FAQs and Guides

- » Copyright Tips –
- » Safety Tips –
- » Etc.

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GOING

# SQUAD – How We Do It

- The Policies – Promulgation (con't)
  - Policies Documents (con't)
    - Internal
      - SQUAD Content Policy Enforcement Guide
      - Customer Support form letter(s) Knowledge Bank
      - DMCA Process documents
      - Legal-approved copyright form letters
  - Procedures Documents
    - These are all internal documents.

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# SQUAD – How We Do It

- The Policies – Implementation
  - Procedures Documents
  - Training
  - Iterative content review
    - Integrated constant peer review
- Escalations
  - Hierarchy of issue competence and authority
  - Needed policy revisions are identified quickly

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# SQUAD – How We Do It

- The Policies – What they are
  - Broad brush content rules
    - Flag children
    - Pornography
    - Violence
    - Illegal Acts
  - Political OK. No biases, no favorites, take no positions.
- Restricted/Racy Content
  - Copyright – DMCA Safeharbor
  - Law Enforcement
  - Miscellaneous Other
    - Trademark, trade secret, privacy, etc

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# SQUAD – How We Do It

- The Tools

- Content Administrator Tools

- Video and other Site Content Management
- User and Groups Accounts Management

- Customer Support Email System

- Integrated template responses and bulk mail

- Copyright Shared Access Email System

- For procedure and incident tracking

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# SQUAD – Looking Forward

## • Where is SQUAD headed?

- We are moving towards furthering our relationships with law enforcement and other public and private safety organizations to improve community safety and further reduce abuse on YouTube.
- We are working to improve communication with users to increase transparency and sense of fairness, to further encourage everyone to be productive members of the community.

YOU WIN